

U.S. Army 2005 MWR Leisure Needs Survey Results

**Installation Management
Agency
Pacific**

BRIEFING OUTLINE

Installation Management Agency - Pacific

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

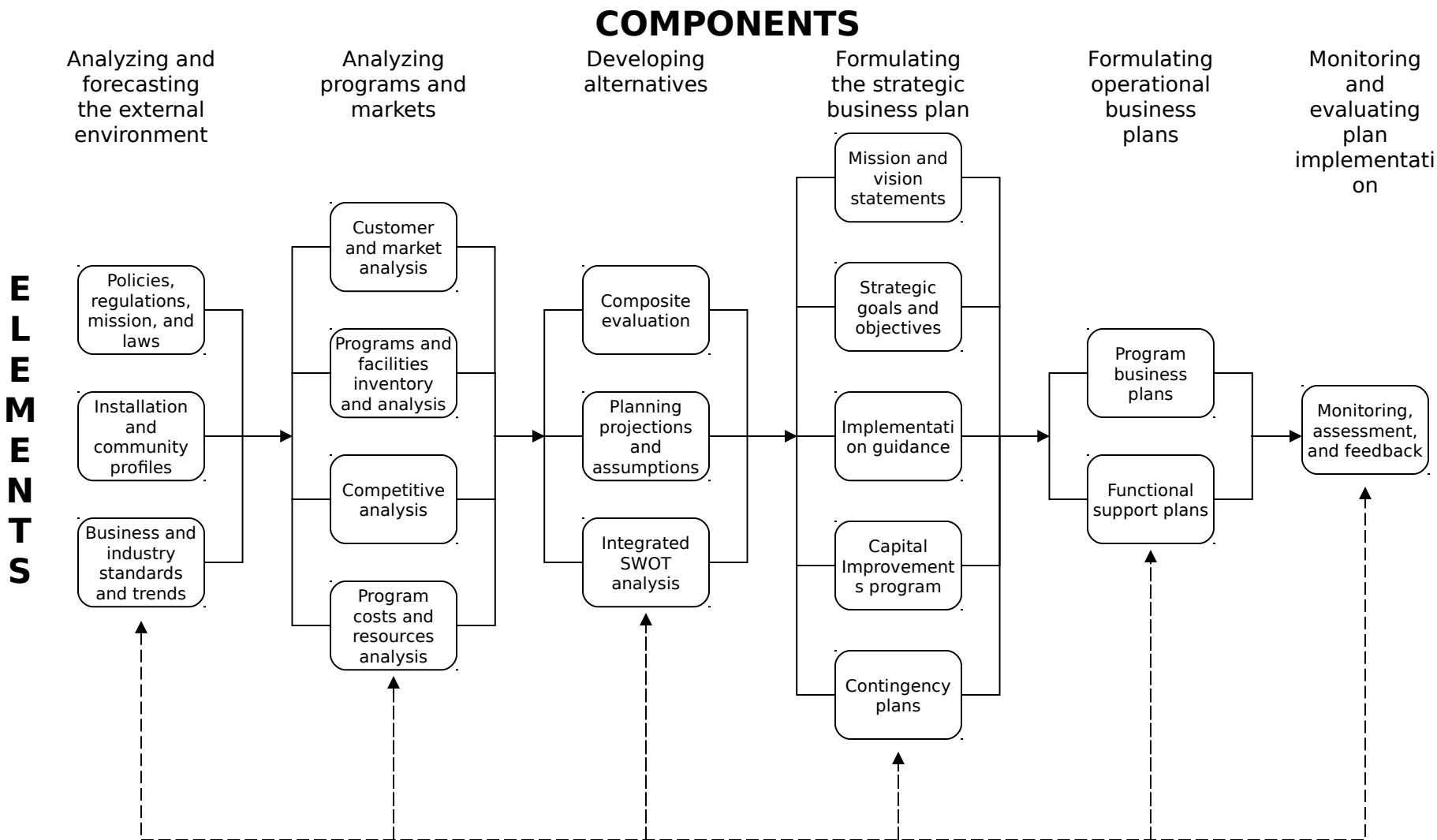
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 14,087 surveys were distributed at IMA - Pacific



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

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▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents
- Percent IMA Pacific respondents completing survey via the Web by patron group and for all respondents:
 - Active Duty Soldiers: 32%
 - Spouses of Active Duty Soldiers: 47%
 - DA Civilians: 66%
 - Retirees: 27%
 - All Respondents: 39%

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
IMA - Pacific:					
Active Duty	24,391	5,099	1,683	33.01%	±2.30%
Spouses of Active Duty	10,260	3,937	608	15.44%	±3.85%
Civilian Employees	16,118	2,314	534	23.08%	±4.17%
Retirees	5,672	2,737	700	25.58%	±3.47%
Total	56,441	14,087	3,525	25.02%	±1.60%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

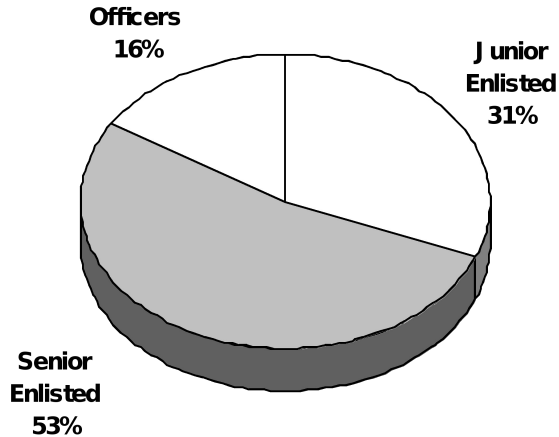
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

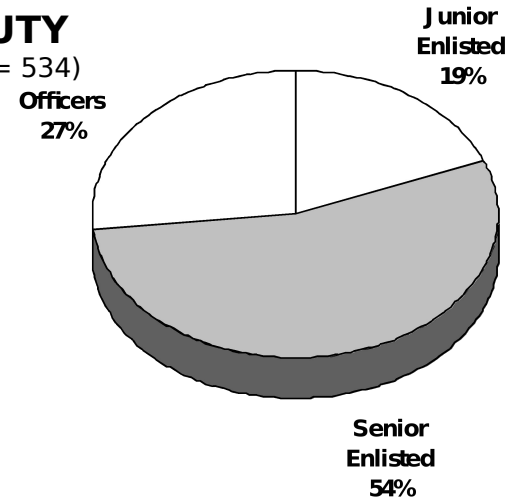
ACTIVE DUTY

(n = 1,602)



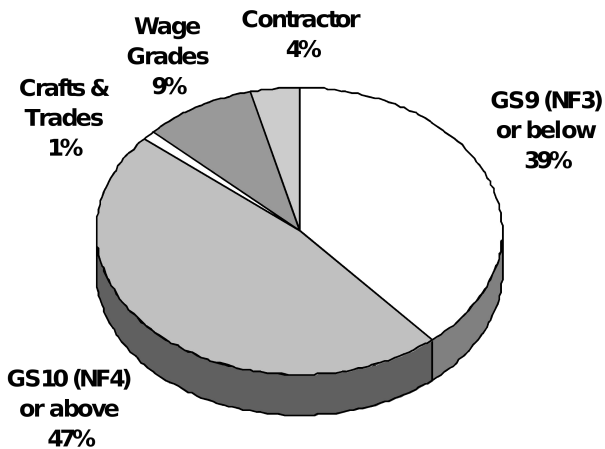
SPOUSES OF ACTIVE DUTY

(n = 534)



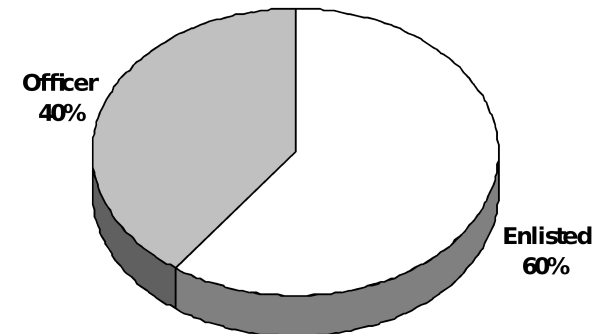
CIVILIANS

(n = 517)



RETIREEES

(n = 531)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA Region and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Region MWR Chiefs, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: HIGHEST USAGE RATES AND RATINGS OF SATISFACTION AND QUALITY

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium

68%

Bowling Food & Beverage

46%

Bowling Center

46%

Swimming Pool

44%

Library

44%

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Fitness Center/Gymnasium

4.34

Golf Course

4.34

Library

FACILITIES WITH HIGHEST QUALITY RATINGS**

Library

4.27

Golf Course

4.20

Fitness Center/Gymnasium

4.18

*Satisfaction ratings were based on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied.

**Quality ratings were based on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

and Commercial Travel Agency

MWR PROGRAMS & FACILITIES: LOWEST USAGE RATES AND RATINGS OF SATISFACTION AND QUALITY

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LEAST FREQUENTLY USED FACILITIES

BOSS

7%

School Age Services

8%

Youth Center

11%

Bowling Pro Shop

11%

Child Development Center

13%

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Car Wash

3.69

BOSS

3.76

Athletic Fields

FACILITIES WITH LOWEST QUALITY RATINGS**

Car Wash

3.54

BOSS

3.71

School Age Services

3.86

Athletic Fields

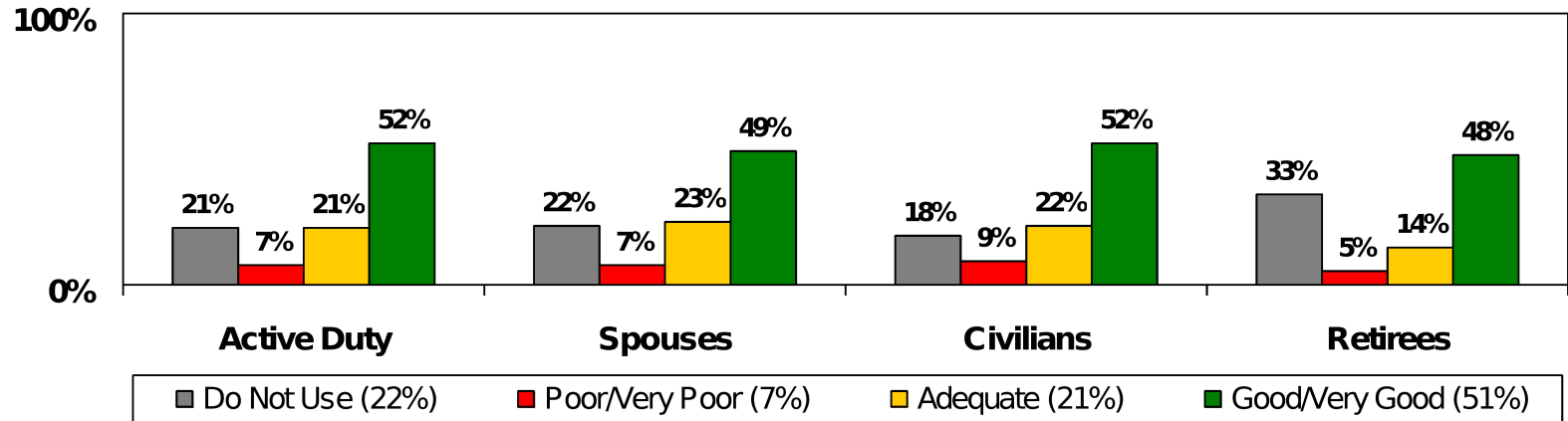
*Satisfaction ratings were based on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied.

**Quality ratings were based on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

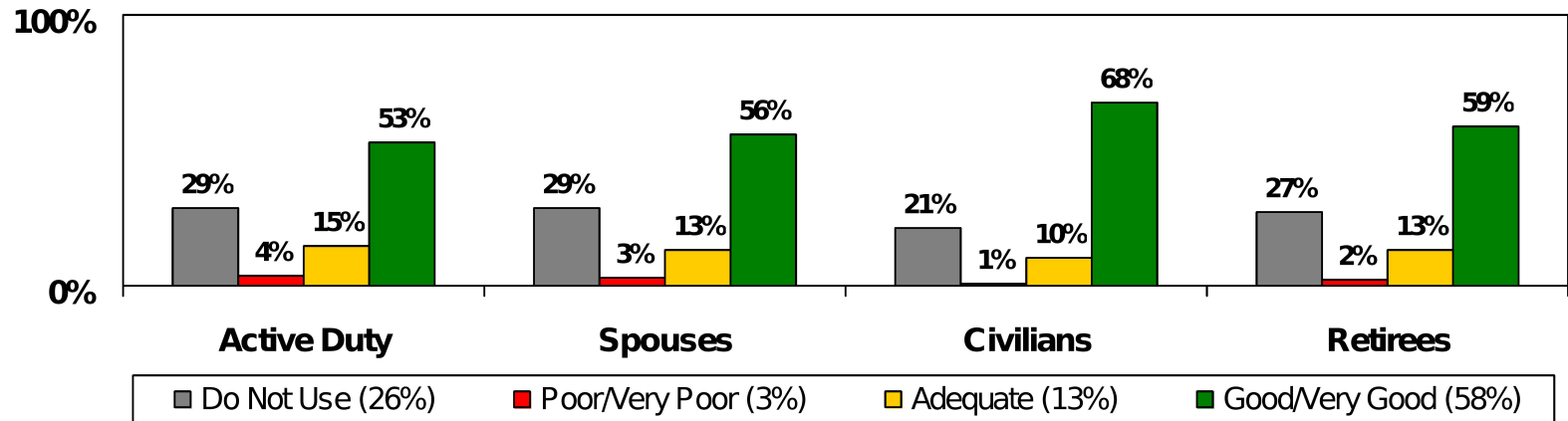
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services*



Quality of Off-Post Services*

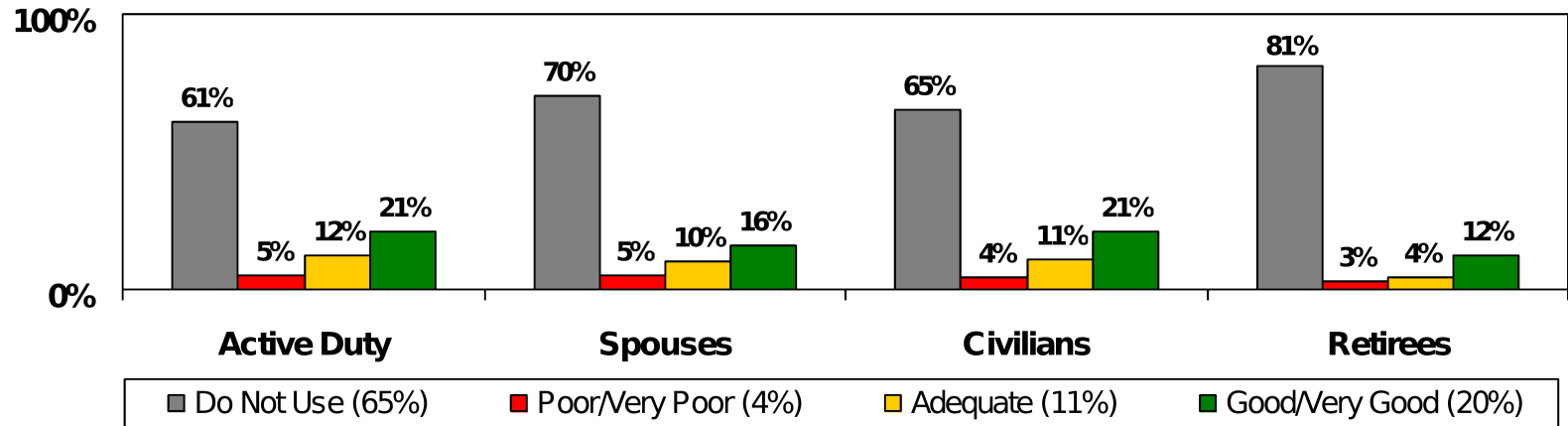


* Percentages in legend present data for region overall.

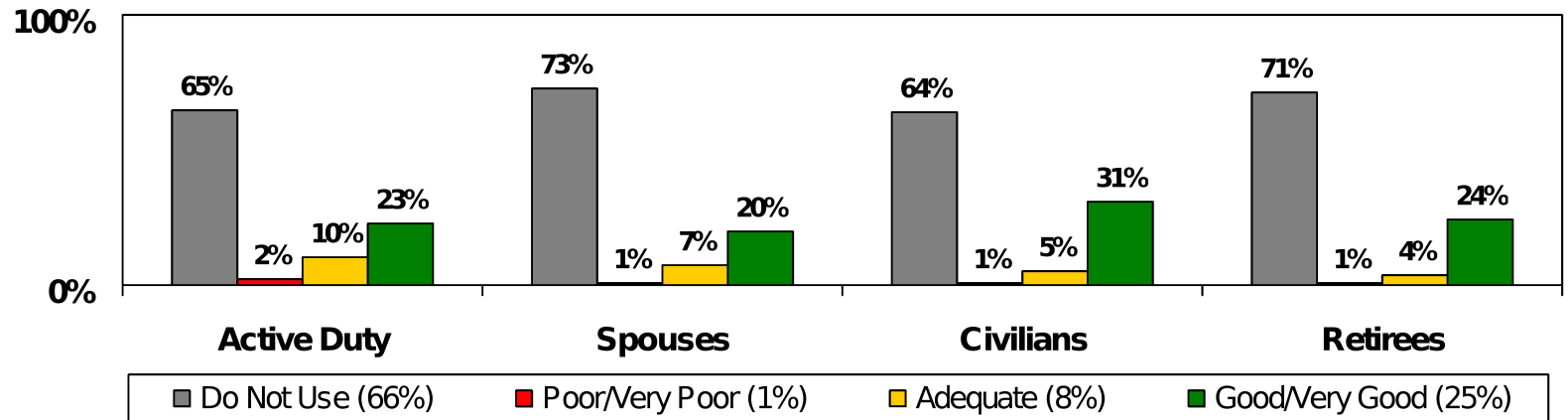
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Installation Management Agency - Pacific

Quality of On-Post Services*



Quality of Off-Post Services*

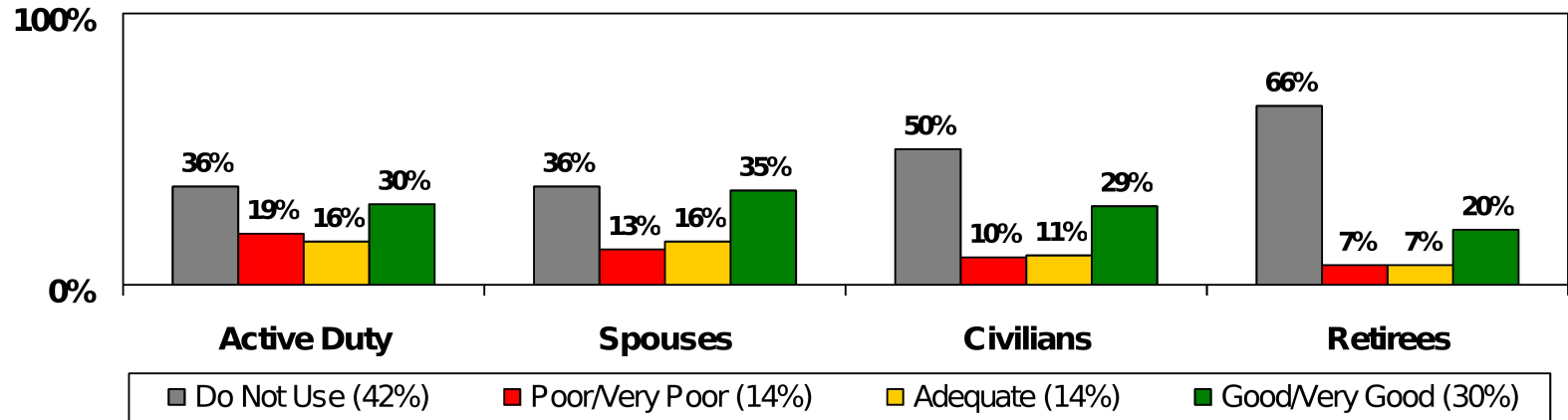


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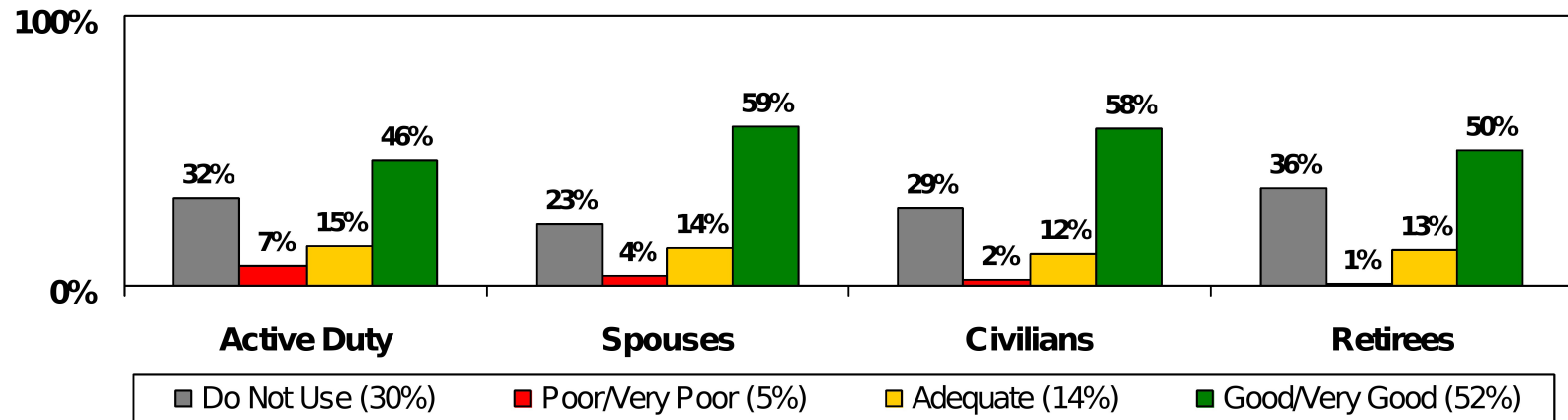
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Installation Management Agency - Pacific

Quality of On-Post Services*



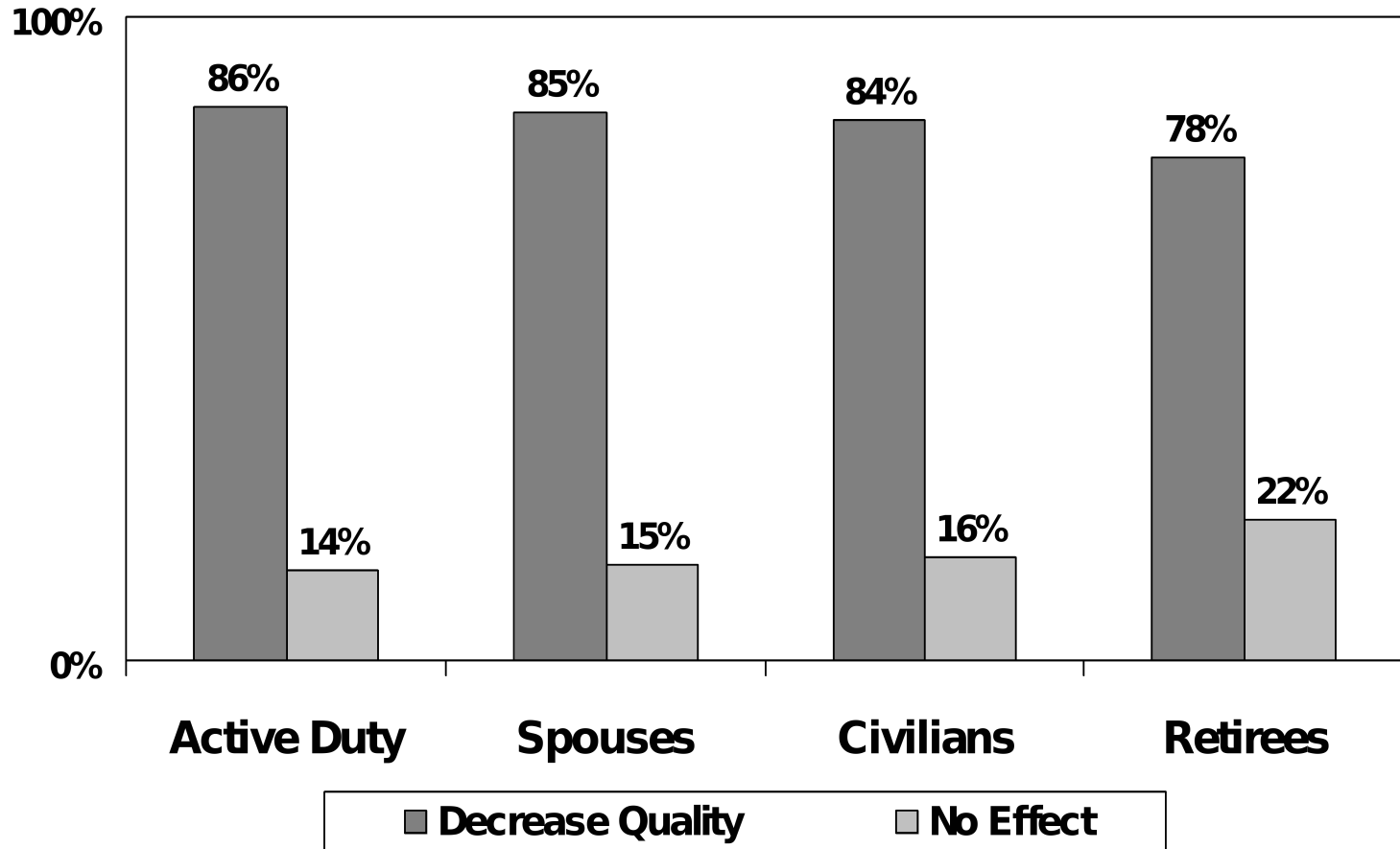
Quality of Off-Post Services*



* Percentages in legend present data for region overall.

MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	80%
Army Lodging	71%
Library	55%
Child Development Center	53%
Swimming Pool	47%
Youth Center	45%
Athletic Fields	37%

Golf Course	41%
Car Wash	41%
Clubs	43%
Golf Course Food & Beverage	45%
Golf Course Pro Shop	53%
Bowling Pro Shop	53%
RV Park	65%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	20%	21%	37%	10%	23%
E-mail	30%	29%	47%	11%	32%
Friends and neighbors	36%	49%	36%	27%	37%
Family Readiness Groups (FRGs)	18%	42%	4%	3%	18%
Bulletin boards on post	40%	33%	36%	28%	36%
Post newspaper	37%	57%	51%	44%	44%
MWR publications	29%	35%	58%	39%	37%
Radio	10%	2%	11%	5%	7%
Television	14%	10%	16%	6%	12%
My child(ren) let(s) me know	4%	7%	5%	1%	4%
Other unit members or co-workers	32%	19%	34%	10%	27%
Unit or post commander or supervisor	23%	10%	10%	2%	16%
Marquees/billboards	16%	23%	33%	16%	22%
Flyers	35%	29%	45%	34%	36%
Other	7%	7%	7%	11%	7%
I never hear anything	9%	7%	1%	16%	8%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	82%	87%
Better Opportunities for Single Soldiers	51%	N/A
Army Community Service	57%	63%
MWR Programs and Services	78%	85%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	61%	85%	15%
Outreach programs	54%	69%	31%
Family Readiness Groups	78%	77%	23%
Relocation Readiness Program	70%	85%	15%
Family Advocacy Program	72%	77%	23%
Crisis intervention	59%	73%	27%
Money management classes, budgeting assistance	71%	80%	20%
Financial counseling, including tax assistance	71%	82%	18%
Consumer information	46%	72%	28%
Employment Readiness Program	57%	75%	25%
Foster child care	39%	63%	37%
Exceptional Family Member Program	68%	76%	24%
Army Family Team Building	63%	76%	24%
Army Family Action Plan	54%	73%	27%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	58%	90%	10%
Outreach programs	50%	86%	14%
Family Readiness Groups	87%	86%	14%
Relocation Readiness Program	79%	92%	8%
Family Advocacy Program	75%	84%	16%
Crisis intervention	55%	76%	24%
Money management classes, budgeting assistance	70%	73%	27%
Financial counseling, including tax assistance	71%	83%	17%
Consumer information	32%	77%	23%
Employment Readiness Program	66%	74%	26%
Foster child care	19%	58%	42%
Exceptional Family Member Program	72%	75%	25%
Army Family Team Building	60%	85%	15%
Army Family Action Plan	47%	87%	13%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	48%	47%
Personal job performance/readiness	49%	47%
Unit cohesion and teamwork	49%	55%
Unit readiness	54%	63%
Relationship with my spouse	47%	42%
Relationship with my children	47%	45%
My family's adjustment to Army life	51%	60%
Family preparedness for deployments	56%	70%
Ability to manage my finances	46%	32%
Feeling that I am part of the military community	47%	57%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	76%	84%
Helps minimize lost duty/work time due to lack of child care/youth services	79%	85%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	67%	57%
Allows me to work outside my home	71%	81%
Allows me to work at home	58%	70%
Offers me an employment opportunity within the CYS program	55%	61%
Allows me/my spouse to better concentrate on my/our job(s)	75%	76%
Provides positive growth and development opportunities for my children	78%	83%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	45%
Personal job performance/readiness	46%
Unit cohesion and teamwork	47%
Unit readiness	44%
Ability to manage my finances	42%
Feeling that I am part of the military community	45%
Relationship with my children (single parents)	48%
My family's adjustment to Army life (single parents)	48%
Family preparedness for deployments (single parents)	47%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	14%
Softball	13%
Volleyball	11%
Touch/flag football	10%
Self-directed sports tournaments	8%

Outdoor Recreation

Going to beaches/lakes	42%
Camping/hiking/backpacking	32%
Fishing	32%
Picnicking	29%
Bicycle riding/mountain biking	24%

Social

Entertaining guests at home	57%
Special family events	36%
Night clubs/lounges	32%
Dancing	25%
Happy hour/social hour	24%

Sports and Fitness

Cardiovascular equipment	34%
Weight/strength training	32%
Running/jogging	32%
Walking	30%
Bowling	25%

Entertainment

Watching TV, videotapes, and DVDs	56%
Going to movie theaters	52%
Festivals/events	25%
Attending sports events	24%
Plays/shows/concerts	21%

Special Interests

Internet access/applications (home)	53%
Automotive maintenance & repair	31%
Automotive detailing/washing	30%
Digital photography	27%
Computer games	24%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading (library)	33%	N/A	33%
Internet access (library)	30%	N/A	30%
Cardiovascular equipment	29%	5%	34%
Watching TV, videotapes, and DVDs	29%	27%	56%
Weight/strength training	27%	5%	32%
Entertaining guests at home	26%	31%	57%
Running/jogging	26%	6%	32%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

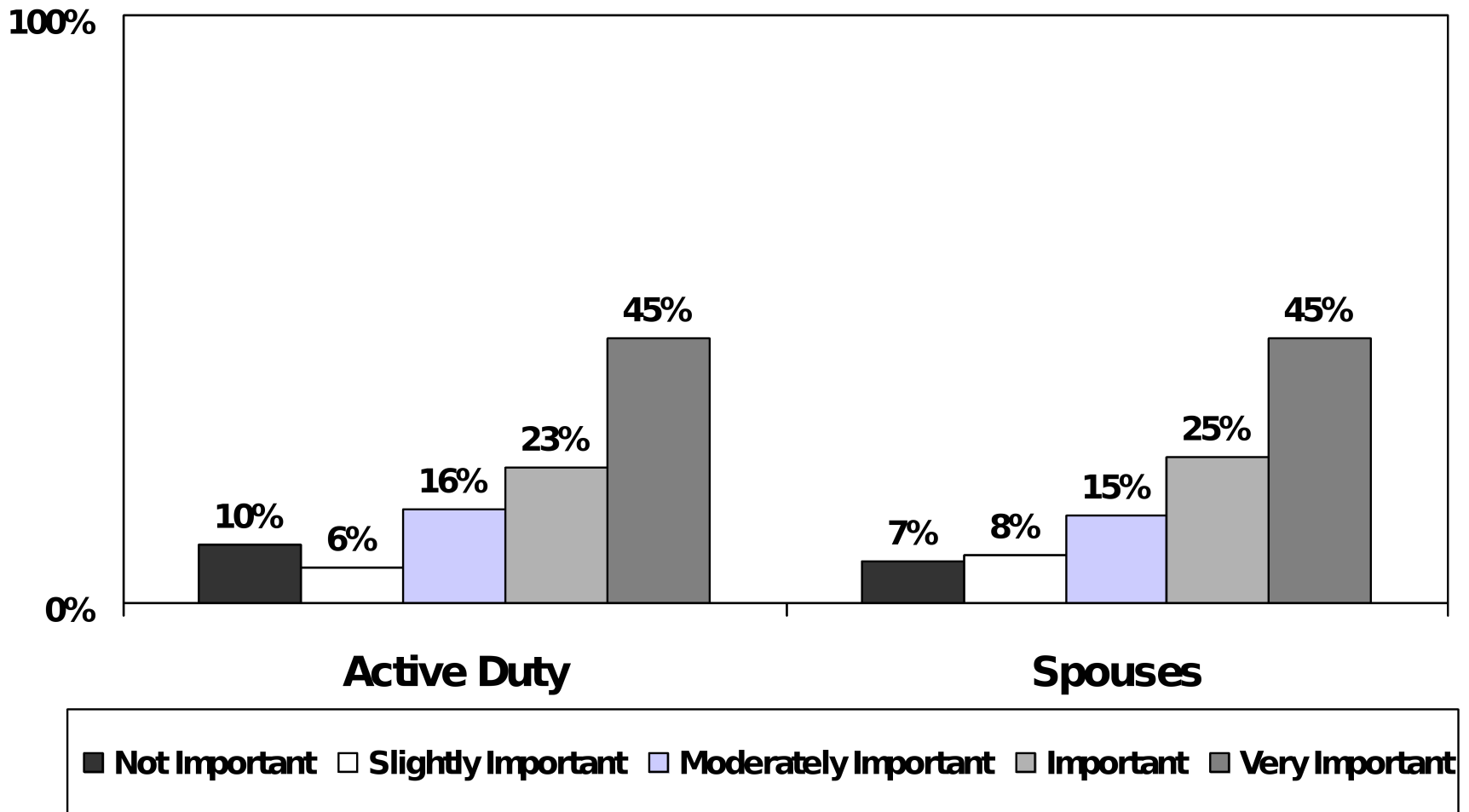
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	10%	3%	41%	53%
Automotive maintenance & repair	17%	6%	8%	31%
Automotive detailing/washing	12%	7%	11%	30%
Digital photography	2%	7%	18%	27%
Computer games	3%	1%	21%	24%
Gardening	3%	1%	20%	24%
Trips/touring	2%	13%	N/A	15%

*Top 7 special interest activity preferences ranked by overall participation.

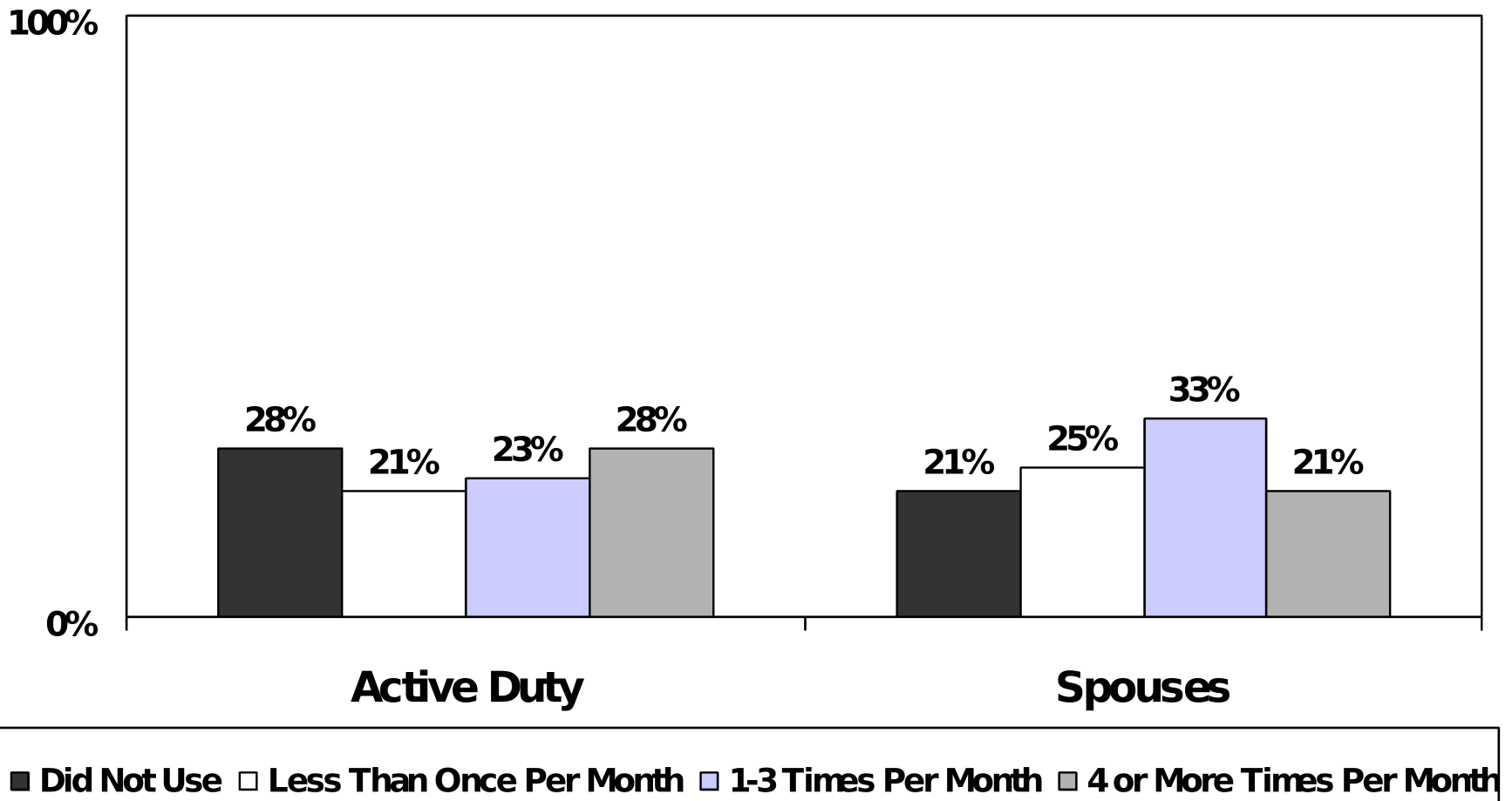
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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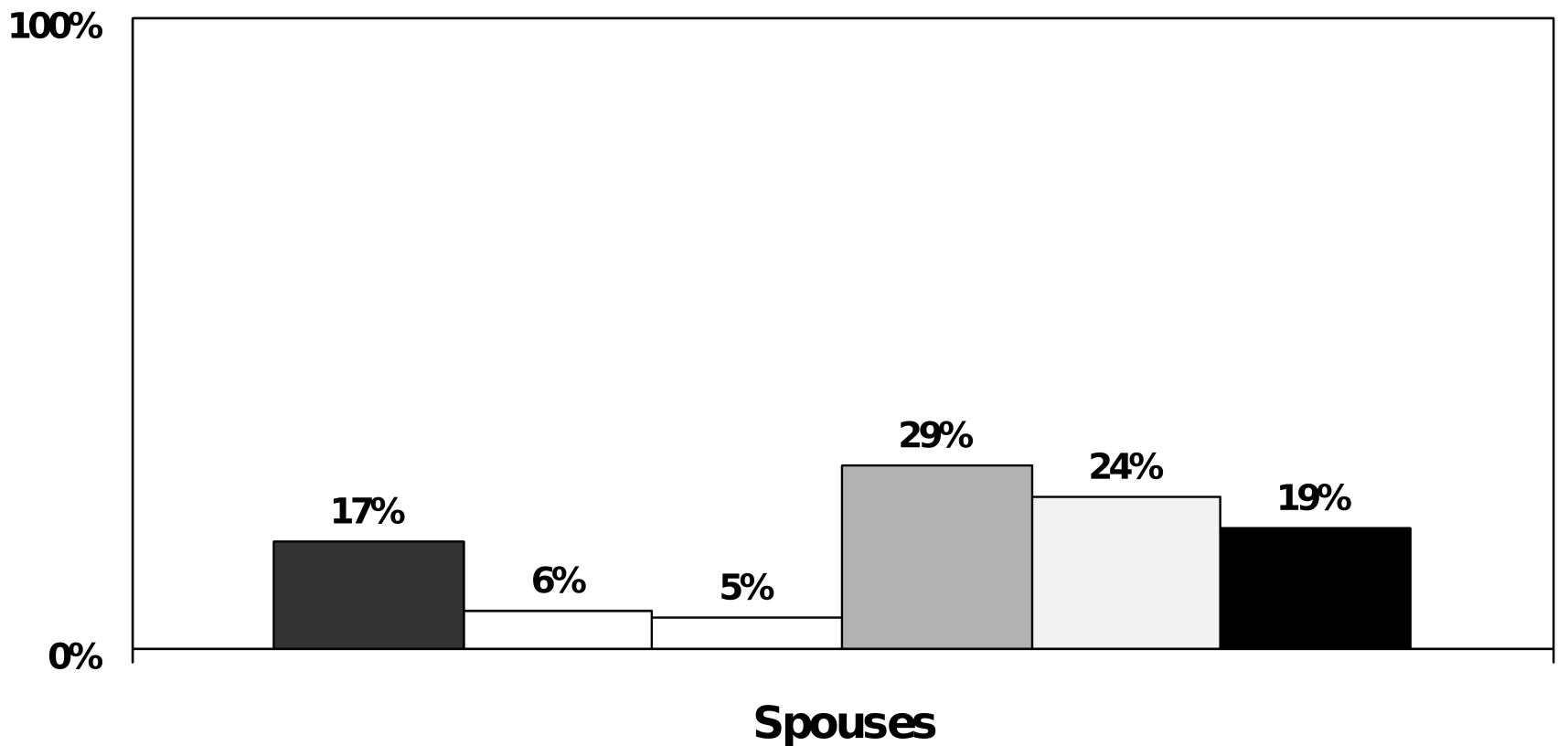
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will make military a career	31%
Probably will make military a career	19%
Undecided	23%
Probably will not make military a career	10%
Definitely will not make military a career	18%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
Yes	64%
Not Sure	24%
No	11%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)